TO Business

Toronto Economic Development ...speaking with the business community

August/2004

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1.Message from the Executive Director

Economic Development staff have been busy promoting this great city to audiences both home and away. It was my pleasure to accompany David Miller on his inaugural visit as Mayor, to New York City. Mayor Miller represented Toronto with strength, energy and enthusiasm leaving his many New York audiences impressed by his hands-on commitment and detailed knowledge.

I was also pleased to join Councillors Mark Grimes and Suzan Hall in unveiling a dual-grants pilot programme to stimulate investment in the Lakeshore area of Toronto. The City also hosted a networking event for the Consular Corps with Mayor Miller as the keynote speaker. It was an effective opportunity to impress the advantages of our city.

Just-released CDs, sector brochures and new additions to the City's web site outline some of the city's many competitive advantages that fuelled our messages to these audiences. I encourage you to review these resources. They will confirm your choice of Toronto as the best possible business location and support the argument that others should follow your lead in locating here.

Karen Thorne-Stone
Executive Director
Economic Development

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2. New Toronto Development Opportunities in the Spotlight

On Wednesday June 16, 2004 over 80 guests, the majority from the city's influential

real estate community, packed the lobby of the Assembly Hall to learn about new development opportunities in the New Toronto Employment Area. The New Toronto Employment Area is roughly defined on the north by the CN Rail line, on the south by Birmingham Street, on the west and east by Kipling Avenue and Royal York Road. The area's unique attributes include proximity to customers and suppliers, a highly-skilled workforce and convenient access to the wealth of business services offered in the core and throughout the rest of the city. Current area successes include the rebirth of Lakeshore Boulevard, and improved access by virtue of recent road reconstruction. A highlight of the evening was the announcement of an exciting two-year pilot project offering dual grants to stimulate industrial and office development within New Toronto. The first grant application for a 90,000 sq. ft. warehouse has been received and discussions continue with a number of proactive investors astute enough to recognize the unique development opportunities within New Toronto. Expectations for the New Toronto area are very high indeed!
For more information on these opportunities as well as the dual grants program contact Judy Dunstan at: jdunstan@toronto.ca

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3. Toronto Development Guide Available

A new guide, to assist builders and developers find their way through the city's planning approval process is now available. The guide was designed to expedite processing by clarifying application requirements and improving the quality of development application submissions.
The guide was devised and written by a team that included staff from several city departments. Members of the development industry also provided valuable input on processes.
The program "will bring certainty and clarity to people on both sides of the service counter and improve the quality of submissions, decision-making and ultimately the quality of development in Toronto", said Mayor David Miller.
The guide is available for purchase in paper or CD format at any of the City's district offices and is also available free -of-charge on the city's website www.toronto.ca/developing-toronto.

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4. Consular Corps Hears About City Directions

Approximately 90 Consul Generals, Honorary Consuls and Trade Commissioners met with the Mayor and members of city council at the Liberty Grand in Exhibition Place on June 14th to learn about the City and its unique advantages. The Consular Corps turns over every 4 years. At least 25% of those invited were new to the city since the last event and as many as 50% are in Toronto for less than 18 months. In his remarks, Mayor Miller spoke about future directions for the city and he expressed the hope that through partnership, Toronto can assume its rightful place as one of the most attractive places in the world in which to live and work.
The recent KPMG study that praises Toronto's cost competitiveness is one of many good news stories expected to increase investment in the city. And Toronto's architectural renaissance, as evidenced by stunning additions to the ROM, OCAD and AGO, the new Ballet Opera house and the LEED certified SAS headquarters are sure signs that Toronto is attracting the talent and investment needed to make its dreams a reality.
For more information on the Consular Corps please contact Christina Kakiflikas at ckakiflikas@toronto.ca

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5. Toronto Brand Strategy One Step Closer

The Toronto Branding Project Team has announced that Brand Architecture

International will join with TBWA/ Toronto to lead the development of a dynamic and compelling brand strategy for Toronto.
The search for a branding agency was launched in April 2004. Over 60 agencies expressed interest and 22 submissions were received representing a partnership of approximately 40 North American and international agencies. The agency team of Brand Architecture International and TBWA/Toronto was chosen from a shortlist of 7 agencies.
The outcomes of the Toronto Branding Project, a partnership initiative of the City of Toronto, Tourism Toronto, the Ontario Ministry of Recreation and the Toronto Tourism Recovery Alliance, will be divided into three phases. Phase one will develop a brand strategy for Toronto and each of its key segments. Phase two will create a brand identity including a logo and tagline. Phase three will produce brand management guidelines and a tool kit to ensure consistency in promoting the brand.
Brand implementation is to begin in mid 2005.
For more information visit: www.toronto.ca/branding

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6. Five Receive New Toronto Italian Chamber Awards

A capacity crowd of 450 joined members of the Toronto Italian Chamber on May 19th for their annual Awards sponsored by Scotiabank.
The awards, established last year, recognize individuals in the business community who have demonstrated excellence in their field and enhanced the landscape of Toronto. Speakers at the event included Premier Dalton McGuinty and Mayor David Miller. Mayor Miller noted in his remarks that " to describe the contribution of the Italian-Canadian community would take years."
The five awards were presented to:
Tony Gagliano: Business Excellence Award
Mike D'Uva: Global Success Award
Enzo DeLuca: Innovation in Business/ Product Award
Basilio Farano: Young Business Excellence Award
Deputy Mayor Joe Pantalone: President's Award
For more information on the Italian Chamber contact Christina Kakiflikas at ckakaflikas@toronto.ca

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7.New Products Marketing Toronto

Toronto Economic Development is pleased to announce new products marketing Toronto as a primary destination for business investment and success. **Toronto. the place to live. work. invest** is a user-friendly CD outlining Toronto's unequalled competitive advantages. Included within the CD are outlines of the city's main business sectors: tourism, film & television, fashion/ apparel, financial services, business services, medical & biotechnology, IT & New Media, food & beverage. These illustrated summaries are also available as individual full-colour brochures. Each brochure is supported by data, unequalled in its richness of detail, and conveniently accessed through links to the city's web site. A second CD titled **Toronto 4..people, place, value, experience, success** outlines the singular advantages Toronto holds as a location for film production. The film promotion CD recently won a coveted silver medal in the Astrid Awards for Design, which attracted entries from Australia, Brazil, Germany, Hong Kong, Israel, Malta, Switzerland and the United States.
To learn more about these materials contact Carl Knipfel at cknipfel@toronto.ca

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8. Toronto in ICT Major Leagues

"The world's leading high tech companies are drawn to Toronto to invest and grow their operations. Toronto is firmly in the major leagues in terms of Information and Communication Technologies -ICT- employment", stated Mayor David Miller speaking

to a capacity audience of business leaders at the Toronto TechAction Town Hall meeting. The meeting convened to explore issues affecting Toronto's high-tech growth, also served as a platform to announce the findings of a study of the ICT sector that found Toronto to be the third largest employer in North America behind only historical leaders San Francisco/ Silicone Valley and New York.

A total of 13,000 companies were surveyed as part of the study, the largest ICT analysis in North America and the first industry profile of this sector completed for Toronto and area, since 1999. The study found that "after three years of restructuring, Toronto ICT is on a growth curve again. In 2003, ICT performance in Canada was stable, while in the U.S. it declined across all sectors. Toronto is forecast to lead the GTA in ICT economic growth and this growth is anticipated to increase in magnitude." E&B Data, authors of the study, found that 65% of ICT firms surveyed plan to invest in their Toronto region operations during 2004. An additional 89% expect to grow at least as fast as the economy in the next 5 years including 39% who anticipate a faster growth rate. According to E&B Data, Toronto has the third most diverse economy in North America, creating a broad market for ICT products and services developed and offered locally. As ICT relies upon and supports other economic sectors, most notably manufacturing, financial services, health, education and training, ICT growth translates into growth in these closely aligned sectors as well.

For more information, contact Dana Dean at ddean@toronto.ca

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9. Toronto Story No Longer a Secret in the Big Apple

Research shows that Toronto is not top- of- mind with American executives when they decide to locate. The KPMG Competitiveness Alternatives Study (www.competitivealternatives.com) and MMK Consulting's Cost Competitiveness Study show Toronto has the dynamics for investment, but the City needs to be considered and shortlisted before a relocation decision can be made in its favour. With this in mind, the Mayor supported by Councilor Brain Ashton, Chair of the Economic Development Committee, Karen Thorne-Stone, Executive Director of Economic Development and Peter Finestone, Director of Investment Marketing decided to take the Toronto message to business interests in New York City.

After a harrowing trip plagued by poor weather, redirected flights and pilots locked out of the cockpit, the Mayor arrived in New York City early in the morning and after a scant few hours sleep embarked on a schedule of back to back meetings with businessmen and government officials.

Following a lunch with Pamela Wallin Canadian Consul General, New York Deputy Mayor Daniel Doctoroff commented that no two North American cities have as much in common as New York and Toronto. He noted that both cities have been challenged by a major economic transition and each plays a central role as the creative and business centre of a nation. Speaking about a planned October summit to share city visions, Doctoroff said, "there is so much that we share and continuing to explore how we can learn from each other offers tremendous opportunities for both of us."

The Toronto team visited a waterfront revitalization project managed by a Toronto firm, met with JP Morgan Bank with assets of $1.1 trillion (U.S.)- more than Canada's top five banks combined- as well as with the editors of Vanity Fair, The New Yorker, GQ, and Architectural Digest.

During a luncheon address to more than 100 New York professionals, Mayor Miller stated

"Toronto is on its way to becoming one of the most vibrant and prosperous cities of the 21st century. We are in a time of cultural, architectural and economic renewal and it has been a long time since our future has looked so bright.... Toronto is expanding and developing on many fronts simultaneously. We do this with the confidence that comes from securing long-term sources of new revenue. We do it with the confidence that comes from knowing we're building on our existing strengths. We do it with a clear sense of the prominent role we know Toronto should play on the world stage."

For more information contact Christina Kakiflikas at ckakiflikas@toronto.ca

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10. Helping Immigrants Enrich Toronto's Labour Force

On June 29, 2004, Mayor David Miller highlighted the importance of immigrants to Toronto's economy in a speech to the Toronto Region Immigrant Employment Council (TRIEC).

" One in two residents in the City is an immigrant. We value this diversity. Diversity means vitality, cultural richness, skills and knowledge, new ideas and new economic connections with the world. Immigrants bring skills, ideas and innovations into the workplace," Miller commented. As a result of demographic shifts, immigrants are expected to account for all net labour force growth by 2011 and for all net population growth by 2031.

As evidence of the city's commitment to play a leadership role in facilitating access of internationally trained professionals to employment in their fields of expertise, a mentoring pilot project Profession to Profession was launched. It is an initiative between the City and a Consortium of Agencies Serving Internationally Trained Persons (CASIP). The program has already matched 29 City staff who are engineers, accountants or information technology specialists with 29 skilled immigrants from similar professions. As of two weeks ago, 13 of these 29 skilled immigrants have been hired in their fields of expertise.

While acknowledging that the City does not have formal jurisdiction in employment and labour market issues, Mayor Miller affirmed that the issue of integrating immigrants into our workforce is so central to Toronto's economic health that the city must play an active role as facilitator and advocate. He argued that with a population of over 1.2 million immigrants-more than the total population of most Canadian provinces and territories- Toronto must have a seat at the table when immigration policies and programs are discussed.

Mayor Don Cousens of Markham, York Region Chair Bill Fisch and Halton Region Chair Joyce Savoline joined Mayor Miller in a panel discussion during which each spoke of the central role immigrants are playing in the culture and economy of the Toronto region.

For more information contact Susan Brown at sbrown6@toronto.ca

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11. Toronto Labour Force Readiness Plan Reports Available Online

All ten reports that currently comprise the Toronto Labour Force Readiness Plan are now available online at:

www.toronto.ca/business_publications/labour_force_readiness_plan.htm

The first study of its kind to be undertaken at the city-region scale, the reports offer in-depth analyses into labour force supply and demand in the Toronto region and highlight strategies for addressing anticipated labour and skills shortages over the next decade. New reports will be added, as they become available.

The current ten reports are:

Overview
Building a Strong Construction Sector
IT Human Resources: Meeting the Challenges of Growth
The Tourism and Hospitality Sector in Toronto
A Labour Market Development Agreement for Ontario
An Integrated Labour Force Development System for Toronto
Labour Force Projections Methodology Technical Report
Employers Survey Technical Report
Summary of Stakeholder Interviews
Skill Development in the UK and Europe: An Overview

For more information contact Susan Brown at sbrown6@toronto.ca

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12. Big Cities Forum Promotes Fiscal Sustainability

The National Forum on Economic Growth of the Big Cities in Canada was held from June 9th to 11th. The Mayor and staff from the Economic Development Office attended. The Forum, organized by the Communaute Metropolitaine de Montreal, brought together the Federation of Canadian Municipalities' Big City Mayors Caucus, to develop a common position prior to the federal election and input to the Harcourt Committee, whose mandate is to advise the Prime Minister on actions to support development of cities.
Discussion focused on the contribution that Canadian cities make to the creation of wealth as well as on possible strategies for accelerating that wealth creation. It is estimated that the Federal and Ontario governments collect some 31 billion annually from the City of Toronto alone.
The role of public investment and long-term funding solutions in making cities fiscally sustainable was also discussed.
For more information visit www.cmm.qc.ca/bc22/

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13. Development News

The Economic Development Office has assisted with the following recent developments.
Desco Plumbing & Heating Supply has decided to remain in the Etobicoke area of Toronto with a recent move to 65 Worcester Road. The new location not only provides for a 26,000-sq. ft. expansion in operations and a staff increase from 90 to 120, but also has room for future expansion. The demand for industrial/ commercial space within the City of Toronto continues to be strong. For more information contact Frank Bedard at fbedard@toronto.ca
Sunup Realty Inc. is constructing a two building complex comprising 93,812 sq.ft. of commercial/industrial flex space on 6.36 acres of formerly vacant land on the south side of Eglinton Avenue West. The two buildings will eventually accommodate a variety of tenants and a work force of 50 people. For more information contact Frank Bedard at fbedard@toronto.ca
A recent building expansion and addition of new equipment has allowed Halltech at 465 Coronation Drive to increase production to 24 hours a day, 5 days a week. For more information contact Glenn Walker at gwalker@totonto.ca
The Milestone Group is beginning the first $1.5 million phase of a four-phase commercial development at 3999 Keele Street. For more information contact Linda Fava at lfava@toronto.ca

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14. Bentall Acquires Sun Life Property Management & Leasing

Bentall Capital LP is the new owner of Sun Life Financial's property management and leasing businesses in Canada, which includes about 13 million sq.ft. of office, industrial and retail in over 100 properties. Sun Life owns 100% of all but five of the properties. As part of the deal, Bentall has entered into a long-term agreement to provide property and management services to the properties and has hired the majority of the Sun Life employees who were servicing the portfolio.
Sun Life is Canada's second largest life insurer. Bentall Capital LP , a real estate and service organization in Canada, now manages over 59 million sq. ft. of office, industrial and retail properties in 500 buildings for institutional and private investors.
For more information, contact Peter Myall at pmyall@toronto.ca

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15. Toronto Facts

The Canadian National Exhibition was founded in 1879. Its main entrance is through the Princes', not Princess Gates, named after HRH Edward Prince of Wales, later King Edward V11 and Prince George later King George V1.

When Lerner and Lowe's Camelot starring Richard Burton, Julie Andrews and Robert Goulet opened the O'Keefe Centre on October 1, 1960, the top ticket price was $5.00.

According to Variety Magazine, Toronto's International Film Festival is "second only to Cannes in terms of high-profile pics, stars and market activity."

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16. Up Coming Toronto Events

Enterprise Toronto Summer Seminar Series- All Seminars take place from 7:30am-9:00am
For more information call (416) 395-7416 or visit www.enterprisetoronto.com

Contract: Making the Fine Print Work for You

August 17, 2004
Toronto City Hall / Committee Room #3
100 Queen Street West

Your Small Business and Internet Resources

August 31, 2004
North York Civic Centre / ET Resource Centre
5100 Yonge Street

Intellectual Property Rights

August 26, 2004
North York Civic Centre/ Committee Room #1
5100 Yonge Street

Enterprise Toronto
Small Business Forum 2004
September 22, 2004
8:30 a.m.- 5:00p.m.
Featuring: 85 trade show exhibitors; information sessions & roundtables
Metro Toronto Convention Centre
South Building
255 Front Street West

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17.Thanks to our Contributors

We appreciate the assistance of the following people for kindly contributing ideas for this issue of TO business:

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Kyle Benham
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Heather Hastings
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Andrew McConnachie
Randy McLean
Peter Myall
Christine Raissis

William Santo
Nick Simone
Suzana Vaz
Glenn Walker

18. Contact Us

We are interested in your feedback. Contact us at cknipfel@toronto.ca with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

We Are Your Contact at City Hall
We are here to help you. If you are looking to expand or relocate, if you need assistance with city, provincial or federal agencies, contact us. We are able to put you in touch with key contacts to expedite your business plans.
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